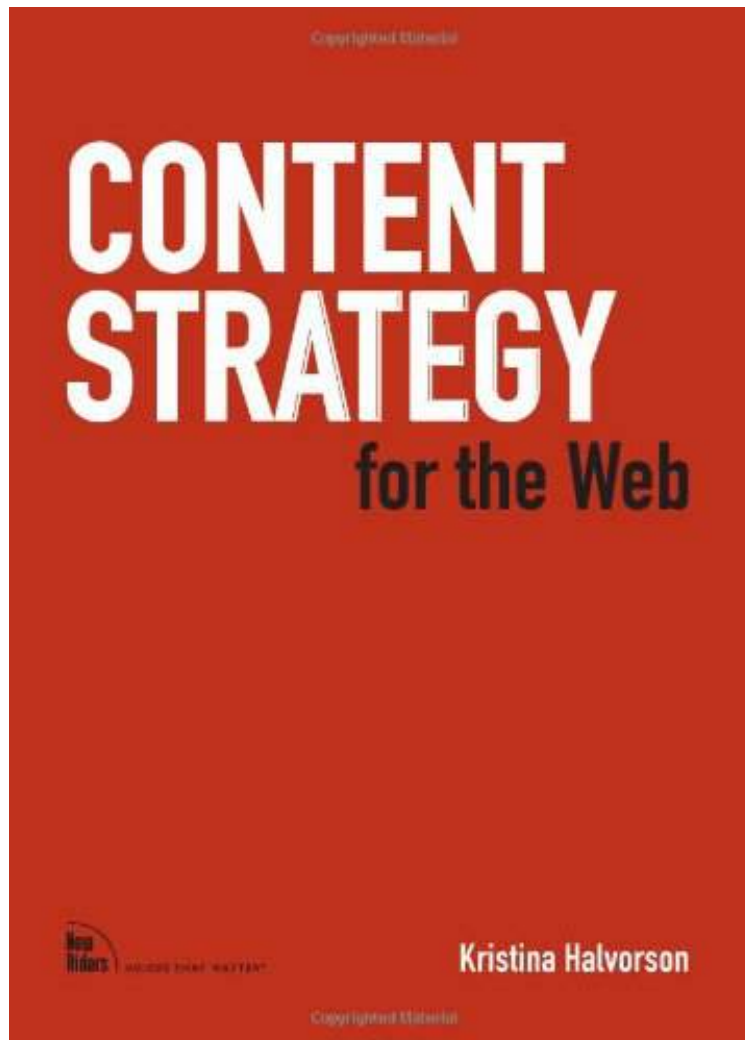


Content Strategy for the Web

By Kristina Halvorson



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Halvorson lays out why content is important with an emphasis on text how to evaluate your existing content because your current content probably sucks how to create your web cont If your website content is out of date off brand and out of control you re missing a huge opportunity to engage convert and retain customers online Redesigning your home page won t help Investing in a new content management system won t fix it either So where do you start nbsp Without meaningful content your website isn t worth much to your key audiences But creating and caring for meaningful content is far more complicated than we re often will About the Author Kristina Halvorson is the founder and president of Brain Traffic a nationally renowned agency specializing in content strategy and writing for the web Widely recognized as one of the country rsquo s leading content strategists Kristina spea

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how to create a content strategy for the web

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